

PATENT

WE CLAIM:

1        1. A method for facilitating a chat session between a  
2 first user and a second user visiting a first web site, comprising:  
3            receiving, from the first user, a first user ID corresponding  
4 to the first user, a co-branded community to which the user belongs  
and an address of a first web site being visited by the first user;  
5            receiving, from the second user, a second user ID  
corresponding to the second user, a second co-branded community to  
6 which the second user belongs and the address of the first web  
server;  
7            providing, to the first user, at least an indication of the  
second user ID and the second co-branded community;  
8            receiving, from the first user, a request to open one of a  
public chat session, a semi-public chat session and a private chat  
9 session with the second user;  
10          transmitting, to the second user, an indication that the first  
11 user has requested one of the public chat session, the semi-public  
12 chat session and the private chat session; and  
13          receiving, from the second user, an acceptance to enter the  
14 chat session designated by the first user.

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Sub B 7  
1       2. The method of claim 1, wherein the chat session may be  
2 continued when at least one of the first user and the second user  
3 disconnects from the first web site.

1       3. The method of claim 1, wherein the providing step further  
2 comprises:

3       receiving, from the first user, a query for information  
4 regarding other users in a co-branded community visiting the first  
5 web site; and

6       searching a user database to determine which users in the co-  
7 branded community are visiting the first web site.

1       4. The method of claim 3, wherein the query includes a  
2 request for other users having predetermined personal data  
3 including mood data.

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